

**MINUTES**  
**GREEN BAY TRANSIT COMMISSION**  
**Wednesday, January 16, 2013**  
901 University Avenue, Commission Room  
**8:15 a.m.**

**MEMBERS PRESENT:** Roger Kolb, Chair; John Withbroe, Vice Chair; Scottie Corrigan, Secretary; Alderman Jim Warner, David Harp, and Ron Antonneau

**EXCUSED:** Kevin Kuehn

**OTHERS PRESENT:** Tom Wittig, Transit Director; Patty Kiewiz, Assistant Transit Director; Essie Fels, Recording Secretary; Lisa Conard, Brown County Planning; George Jackson, MV; Tracy Flucke, Village of Allouez; Alderman Dave Boyce, Cathy Putman, Larry Juley, Karen Jossart, and April Herlache

**1. Call the meeting to order**

Chair R. Kolb called the meeting to order at 8:20 a.m.

**2. Approval of Agenda**

J. Withbroe made a motion to approve the January 16, 2013 agenda. S. Corrigan seconded the motion. Motion carried.

**3. Approval of the minutes of the November 28, 2012 meeting.**

J. Withbroe made a motion to approve the November 28, 2012 meeting. D. Harp seconded the motion. Motion carried.

**4. Discussion: November, 2012 GBM Quarterly Route Data and Analysis Report**

L. Conard noted that the Brown County Planning Commission staff prepares a route performance report each quarter. The Blue and Silver route pair and the Green and Yellow route pair continue to perform very well. Again, the Downtown Express fails to meet performance standards. L. Conard noted that Metro staff was aware of this and was working on assigning the resources in a more effective manner.

Members of the Transit Commission expressed concern regarding the performance of the Downtown Express.

P. Kiewiz stated that she and T. Wittig rode the Downtown Express and #6S Red and talked to the passengers about their travel habits. P. Kiewiz stated that she will present proposed modifications in the near future that address the need to use the resource better, yet still meet the majority of passenger needs.

S. Corrigan asked about *Table I – Revenue per Hour – Weekday*. L. Conard stated that data represents a one weekday average for the month of November 2012. The \$3,400+ in revenue for the day represents all cash inserted into the fare box. It also includes revenue from 30-day passes and other fare media. L. Conard provided the example using the \$35 adult 30-day pass. Staff multiplies the number of passes sold in the month (703) by the cost (\$35 each). Then staff takes the number of times all of the passes were used in the month (28,695) and divides it into the value of passes sold (\$24,605). In this case, the value of each pass use was approximately \$0.86. This is calculated for each of the types of passes sold. The Reduced 30-day pass had a value of \$0.54 per use for the month of November.

S. Corrigan asked about the breakdown by route.

L. Conard stated that staff has the ability to break the revenue down by route and time of day.

L. Conard also noted that some routes operate more frequently (every 30 minutes vs. 60 minutes) and longer into the evening than other routes. These variables are factored into the analysis.

R. Antonneau suggested that businesses along routes that do not meet the standard contribute to the local share.

T. Wittig stated that he has not asked the businesses to do so.

L. Conard stated that the #17 Brick route has not met the standard since its inception in 2009. The route provides service on the near east side of De Pere, throughout the west side of De Pere, and north to Bay Park Square in Ashwaubenon.

L. Conard stated that it is necessary to look at the built environment when looking at routing. L. Conard stated that there are large areas of low population density (west De Pere and north to Bay Park Square). There are some employment opportunities in the area but it is also important for employers to work with employees in setting work schedules to coincide with transit services. For example; if the bus arrives at a work site at 8:05 a.m., it would be ideal if the employee can begin their work shift shortly thereafter. If the employee is scheduled to start at 8:30, the employee may not be willing to have this much down time.

L. Conard stated that low route frequency can also contribute to low ridership. L. Conard stated that national studies indicate that riders/potential riders are more likely to ride if frequency is every 15 or 30 minutes. With the #17 Brick route, frequency is once per hour.

R. Antonneau indicated that there are numerous apartment complexes, and traffic volumes are very high in the Scheuring Road area.

Motion made by J. Withbroe, second by R. Antonneau, to suspend the rules and open the floor to the public. Motion carried.

Alderman Boyce asked if Metro had a breakdown of cost per mile to show the subsidies.

R. Kolb stated on our monthly reports they indicate the cost per mile.

T. Wittig also commented Metro does have numbers for cost per mile and cost per passenger; after the meeting he would be happy to print our latest NTD report to show him some of that data.

P. Kiewiz added the cost per mile in our reporting through the month of November 2012 is \$6.30; compared to 2011 which was \$6.48 per mile, total operating expense.

Motion made by J. Withbroe, second by R. Antonneau, to return to regular order of business. Motion carried.

## **5. Discussion/Action: GBM Advertising/Solicitation Policy**

P. Kiewiz stated Metro had reviewed the current solicitation policy (sells or offers, any goods or services, petitions and signatures) with legal, due to individuals who want to hand out different pamphlets and such on the buses. In your packet, the first page, that has the date of January 16, 2013, is what we are proposing. The second page is the current policy. It is not a drastic change by any means, just some language that legal felt we should have changed.

J. Withbroe asked how Metro plans on policing this if it does happen.

P. Kiewiz commented if there is anything out there like that typically the drivers, if they are aware of it, will call it in to dispatch, and then through dispatch we will get involved. In the past, Tom or I would go and talk with the individual. People usually will contact us for permission prior to handing anything out.

R. Antonneau asked if there have been some problems with selling or political issues.

P. Kiewiz stated we really don't have any problems. Obviously, with the political endeavors over the last couple of years, we had individuals wanting to do signatures. City Hall has a policy on the political thing, at least for employees' participation.

S. Corrigan inquired if this policy would also include the bus stops.

T. Wittig stated yes it would. However, we cannot be everywhere. Our drivers do a solid job of informing us, and the individuals out there, that it is not accepted.

Motion made by J. Withbroe, second by R. Antonneau, to suspend the rules and open the floor to the public. Motion carried.

C. Putman asked if this will affect Joshua, who has brought regular petitions and literature to the Metro areas, not for political purposes, but for information gathering to lift up the voices of transit riders. Joshua goes to the transfer stations, not on the buses. Is this no longer going to be an option for the 'get out to vote organizations' or Joshua?

T. Wittig commented Joshua is a huge supporter of public transportation. We gratefully respect that they have come to us before hand to discuss what their plans are going to be. This policy isn't to block people from supporting public transportation. We will continue to support Joshua as long as they continue to let us review the materials that they want to present.

R. Antonneau commented make sure you always consult with the City's attorney to make sure it doesn't open a Pandora's Box for other concerns.

P. Kiewiz added that this policy focuses on solicitation on the buses. This type of event is transpiring on the buses; it is not focused at the metro station because, obviously, we can control those settings.

R. Antonneau asked if Metro has a policy in writing that focuses on the transit station.

P. Kiewiz indicated this is Metro's current policy on any solicitation. It focuses on the buses only.

R. Antonneau stated then we should have something for the station also. If you are not going to include this with the station then we would need something back next month that would include the station.

P. Kiewiz commented we can definitely take a look at that. I believe, in the past, they had looked at the general advertising policy.

T. Wittig stated that he felt that was a good point. Would it be in my right to ask to table this for a month and come back with another policy to address both station and buses?

J. Withbroe suggested putting it on the tickets or something.

P. Kiewiz stated we could put it on the route guides.

R. Antonneau questioned if there would also be any postings that would include the policy.

Motion made by J. Withbroe, second by J. Warner, to return to regular order of business.  
Motion carried.

T. Wittig requested to the Commission that this topic be tabled and we bring something back again next month.

S. Corrigan asked if there is a bulletin board that people can display their ads.

P. Kiewiz stated we do not allow anything to be displayed.

J. Withbroe made a motion to table the GBM Advertising/Solicitation Policy for action for thirty days. S. Corrigan seconded the motion. Motion carried.

## **6. Director's Report**

P. Kiewiz announced the employee of the month for November, Bill Heffernan. Bill has been with Metro since 1994. He is one of many that do an excellent job for us. He has awesome, great customer service. We get compliments often on that. We definitely appreciate your service.

J. Warner stated he would like to fill in for Mr. Kuehn who couldn't make it today. I would like to ask his favorite question, "What is your favorite part of the job?"

B. Heffernan commented getting up real early in the morning. He stated he likes it all. It is really rewarding dealing with the public.

T. Wittig announced the employee of the month for December, Essie Fels. Essie has done a fantastic job through a lot of transition. She has kept our Paratransit in order. She has done a remarkable job building relationships with ADA Paratransit and MV Transportation. Our marketing has improved immensely. She has been wonderful, well deserves and well over due for this recognition.

P. Kiewiz commented Essie works very closely with me on Paratransit and she does a great job. She is definitely an asset for Transit and the City of Green Bay.

T. Wittig informed the Commissioners the college program ridership continues to be really strong. It is about even from last year. Ridership has been affected statewide. We think ridership has been affected by the really warm spring last year and the warm winter.

St. Norbert's is off to a great start. We are getting a lot of positive feedback from St. Norbert's. We will continue to see how that plays out in their full fiscal year with Green Bay Metro through 2013.

J. Withbroe asked how the ridership was on New Year's Eve and Christmas Eve.

T. Wittig indicated the ridership on New Year's Eve was about 3,400. MillerCoors was very pleased that it got the message out to the public as far as keeping the intoxicated folks off the road. This was the main reason for this particular PR and this campaign. Yes, we wanted a lot of ridership, but, of course, it was getting the message out that you really have options.

J. Withbroe asked if there were any major problems.

T. Wittig stated no, not that he is aware of.

T. Wittig commented if the program saved one person from going to jail that night, or even more importantly, one fatal car accident, it was well worth it. Again we thank MillerCoors for their support and sponsorship of this program.

P. Kiewiz stated Christmas Eve we were done operating by 4:45pm. We did the standard schedule so that our folks can enjoy the evening and Christmas Day with their families.

## **7. Miscellaneous Reports and Other Business**

R. Antonneau asked when Paratransit services stop running. He had been told the last pickup time is 8:45pm.

P. Kiewiz stated the reason is Paratransit has to operate the same hours as our Fixed Route system; not anything more or not anything less. All the buses in the course of the week, Monday through Friday, are done by 9:45pm. With Paratransit there is a leeway of time for a pickup ride and how long a rider can be on a vehicle. So that way everyone is done by 9:45pm. That is why they have that window. According to our Paratransit policy, folks can be on that vehicle up to an hour. Typically, if they schedule their pickup at 8:45pm,

technically, Paratransit could be there anywhere between 8:30pm and 9:00pm because there is a fifteen minute window on both sides of the pickup time. Also, drivers are only required to wait 5 minutes.

P. Kiewiz gave a brief overview of the revenue and expense reports through November. She stated that if the Commission would have any questions, she would be happy to address them.

T. Wittig stated we are very focused on being staffed with our operators and mechanics so that we can get the overtime numbers down this year.

P. Kiewiz commented on the expense report. Typically, for the end of November, we would be at about 91.6% of budget utilization, and, this year, we are at about 86.1%. At this point, we are below budget. We do have a lot of different things that come in through the month of December such as interoffice department charges for services throughout the year.

R. Antonneau commented Suamico Administrator, Steven Kubacki and Village President, Patty Gaura-Jelen would do anything they can do to help facilitate service in their area; they are willing to work with you. I was amazed how supportive they are in trying to move forward in the future.

T. Wittig stated we have some meetings set up for further discussion.

J. Withbroe remarked he would like to congratulate the staff and the drivers for a job well done in 2012.

#### **8. Establish the date of the next meeting**

The next meeting of the Transit Commission is scheduled for February 27, 2013 at 8:15 a.m.

#### **9. Adjourn**

Motion made by J. Warner, second by J. Withbroe, to adjourn at 9:10 a.m. Motion carried.

Respectfully submitted,

Essie Fels